Partner Information Kit

Lead Free KIDS for a Healthy Future

- Get the Facts
- Get Your Home Tested
- Get Your Child Tested

October 21-27, 2018

National Lead Poisoning Prevention Week 2018

#NLPPW2018
#LeadFreeKids

EPA United States Environmental Protection Agency

U.S. Department of Housing and Urban Development

Office of Lead Hazard Control and Healthy Homes

Department of Health & Human Services · USA

CDC Centers for Disease Control and Prevention

Introduction

Each year, National Lead Poisoning Prevention Week (NLPPW) is a call to bring together individuals, organizations, industry, and state, tribal, and local governments to increase lead poisoning prevention awareness in an effort to reduce childhood exposure to lead.

The purpose of this Information Kit is to help partners prepare and promote activities or events at the local level. It has been created to assist partners with messaging, implementation ideas, and resources. Many of these resources can be customized to reach a wide variety of audiences, including parents, caregivers, contractors, hardware stores, trade associations, the media, and others.

This year NLPPW takes place October 21-27, 2018.

NLPPW highlights the many ways parents can reduce children's exposure to lead in their environment and prevent its serious health effects. The U.S. Department of Housing and Urban Development (HUD), the U.S. Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention (CDC), and our partners work to heighten awareness of lead poisoning, provide resources, and encourage preventive actions during NLPPW and beyond.

Because communities can have different risks for childhood exposure to lead, a "one-size-fits all" approach is not effective. The Information Kit is a starting point in developing customized messaging to meet the needs of different communities. Our partners are a vital resource in spreading awareness about NLPPW. The support of partners helps reach target audiences and broadens the range of techniques for educating communities, families, and individuals.

This Information Kit includes:

- Basic Lead Poisoning Information
- Main Themes for Outreach
- Talking Points for Outreach
- Steps to Create Localized Outreach
- Downloadable Outreach Materials
- Social Media and Multimedia Outreach
- Other Resources

Lead Free KIDS for a Healthy Future

Basic Lead Poisoning Information

Generally, lead poisoning refers to repeated exposure to lead at high levels. There are a lot of different factors such as the source of exposure, length of exposure, and underlying susceptibility (e.g., child's age, nutritional status, and genetics) that affect how the body handles foreign substances. Exposure to lead can result in lead poisoning which occurs when lead enters the bloodstream and builds up to toxic levels. No safe blood lead level in children has been identified. Here are a few important facts to know about lead exposure and its potentially harmful effects:

- Lead poisoning is preventable. The key is to keep children from coming into contact with lead.
- About 3.6 million American households have children under 6 years of age who live in homes with lead exposure hazards. In addition, according to the CDC, about 500,000 American children between the ages of 1 and 5 years have blood lead levels greater than or equal to the level of the blood lead reference value, the level at which CDC recommends public health actions begin.
- Lead is a toxic mineral, especially in young children. When absorbed into the body, it can cause damage to the brain and other vital organs, and can cause decreased learning and behavior problems.
- A certified inspector or risk assessor can be hired to check your home for lead-based paint or lead-based paint hazards.
- Lead can be found inside and outside the home, including in the water that travels through lead pipes or in the soil around a house. However, the most common source of exposure is from lead-based paint, which was used in many homes built before 1978. Lead exposure is most often caused by accidentally swallowing or breathing in the lead dust created by old paint that has cracked and chipped.
- There are simple steps that can be taken to protect family members from lead-based paint hazards in the home, such as regularly cleaning the home, washing children's hands and toys often, and wiping shoes before entering the home.
- The most common sources of lead in drinking water are lead pipes, faucets, and fixtures. Examples of other possible sources of lead include: some metal toys or toys painted with lead-based paint, furniture painted with lead-based paint, some metal-containing jewelry, and lead-glazed pottery or porcelain.

- Children can become exposed to lead by:
  - Putting their hands or other lead-contaminated objects in their mouths;
  - Ingesting lead-contaminated dust;
  - Eating paint chips found in homes from peeling or flaking lead-based paint;
  - Drinking water from lead pipes; and
  - Playing in lead-contaminated soil.

- Lead exposure in children can cause:
  - Damage to the brain and nervous system;
  - Learning and behavior problems;
  - Slow growth and development; and
  - Hearing and speech problems.

- Some children are at greater risk for lead exposure than others, including those who are:
  - From low-income families;
  - Members of racial-ethnic minority groups;
  - Recent immigrants; and
  - Living in older, poorly maintained rentals properties.

Main Themes for Outreach

Get the Facts

Get Your Home Tested

Get Your Child Tested

Talking Points for Outreach

Get the Facts

- Many homes built before 1978 have lead-based paint. Lead from paint, paint chips, and dust can pose serious health hazards particularly to children and pregnant women.
- Adults and children can get lead into their bodies by breathing in lead dust (especially during activities such as renovations, repairs or painting), or by swallowing lead dust that settles in food, food preparation surfaces, floors, window sills, and other places, or eating paint chips or soil that contains lead.
- The most common sources of lead in drinking water are lead pipes, faucets, and fixtures. Other sources of lead include: some metal toys or toys painted with lead-based paint, furniture with lead-based paint, some metal-containing jewelry, and lead-glazed pottery or porcelain.

Get Your Home Tested

If your home was built before 1978, you can get it tested for lead-based paint in the following ways:

- A lead-based paint inspection tells you if your home has lead-based paint and where it is located.
- A lead risk assessment tells you if your home currently has any lead hazards from paint, dust, or soil, and where they are located.
- A combination inspection and risk assessment tells you if your home has any lead-based paint or lead-based paint hazards and where they are located.

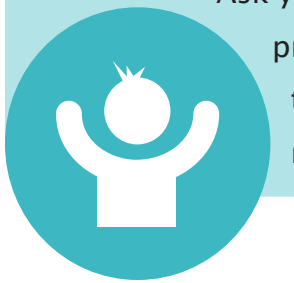
Contact your local health department or water company to find out about testing your water.

Get Your Child Tested

Act early to get your child tested for lead.

- Children's blood lead levels tend to increase from 6 to 12 months of age, and tend to peak at 18 to 24 months of age.
- A simple blood test can detect lead. Consult your healthcare provider for advice on blood lead testing.
- Blood lead tests are usually recommended for:
  - Children at ages 12 and 24 months (and required at these ages for children who recieve Medicaid);
  - Children or other family members who have been exposed to high levels of lead; and
  - Children who should be tested under your state or local health screening plan.

Ask your healthcare provider to explain the blood lead test results.



Steps to Create Localized Outreach

Creating awareness, organizing and partnering form the foundation for a successful NLPPW. There are three basic steps to effectively engage your community for NLPPW. By organizing in-person activities and events, you can both increase awareness and educate your community on actions they can take to act to prevent lead exposure.

1 Form a Task Force

Create an informal NLPPW Task Force. Invite existing and potential partners to join an ad hoc task force or committee. Examples of these partners may include local public health and safety officials from programs such as Head Start, Women, Infants and Children, other health-related programs and emergency medical services, the fire department, and the poison control center. You can also find support and potential partners and educators within the healthcare community, such as hospitals, clinics, urgent care centers, and family medicine/pediatric practices. Once your committee or task force is formed, map out activities, events, and/or information distribution methods (sites) that are appropriate to the local community.

2 Develop an Action Plan

Develop an action plan for your outreach efforts tailored to the needs of your local communities and organizations.

- Develop a single overarching communication objective.
- Define the issue and focus on why it is important to act now.
- Define your audience and what change you want to see as a result of your communication strategy.
- Ensure your main message is clear, concise, and relevant.
- Determine which materials you want to use for communications.
- Decide which communication channels are most appropriate for your message and audience.
- Identify partners to work with throughout your campaign that will help support your messages. Create or mobilize existing local networks to distribute information.

A successful action plan does **all** of the following:

- Frames and presents your message so that it catches the attention of your audience.
- Ensures your message is unambiguous.
- Communicates a benefit to the audience.
- Ensures consistent messaging.
- Uses materials that clearly lay out the facts.
- Creates trust by presenting authoritative and reliable information.
- Includes a call-to-action by asking the audience to do something, such as encouraging homeowners and/or landlords to have professionals test for lead in paint or water, and hire lead-safe certified professionals to conduct renovations in older homes.

3 Organize Your Plan

Ask local partners to promote NLPPW activities and/or awareness. Utilize partner newsletters, listservs, media, and mailings to share information about lead poisoning prevention. Here are some actions that organizations could take when planning NLPPW activities.

- Promote NLPPW on social media.
- Reach out to and partner with local stakeholders to identify community-specific needs.
- Develop a localized campaign plan and a budget for materials needed.
- Secure a venue and promote your event.
- Develop a call-to-action to mobilize your audience toward meaningful results.
- Promote your activities during and after the event.
- Identify areas for follow-up after holding your event.

Examples of Awareness Activities

Healthcare Providers

- Encourage a clinic, healthcare facility, or hospital to set aside one day during NLPPW to provide free blood lead testing for children under age 6.
- Provide lead educational materials to local medical and healthcare providers for their patients and families.
- Invite a local healthcare professional to speak about the importance of lead testing or the health effects of lead exposure.

Local Elected Leaders

- Ask your local elected officials to issue a NLPPW public announcement or proclamation.
- Invite local elected officials to open or speak at events and activities.

Grantees, Stakeholders, and other Partners

- Host a lead poisoning prevention webinar or workshop featuring lead experts in coordination with local partners to include presentations and exhibits on lead.
- Integrate lead poisoning prevention activities into a related existing community event, such as a community health fair. Partner with the local health and safety education programs, such as local chapters of the American Red Cross.
- Include lead poisoning prevention activities during events for parents at day care and early learning centers.
- Empower students at high schools, universities, and community colleges to conduct community service projects and/or encourage these learning institutions to establish internships related to lead poisoning prevention.
- Partner with local businesses and national home improvement stores, remodeling businesses, home inspectors, real estate developers, and the local Chamber of Commerce to incorporate lead poisoning prevention content into their communication channels, and to provide in-kind materials.
- Partner with environmental groups and other nonprofit organizations to host lead poisoning prevention events.

Downloadable Outreach Materials

Creating a common visual identity is important to increase the impact of NLPPW. Tools are available to support you in organizing events in your local community. When creating materials for your communities or organizations, using the NLPPW icons and posters will tie your local efforts to the national effort. Add a web banner to your organization's webpage to increase NLPPW visibility.

Icons, Posters and Flyers

Icons are available in two color schemes: white with blue background or blue with transparent background. They are available in six languages: English, Spanish, French, Arabic, Russian, and Chinese. Download icons at www.hud.gov/program_offices/healthy_homes/nlppw2018.

Poster and flyer templates are available in six languages: English, Spanish, French, Arabic, Russian, and Chinese. These files may also be customized to include an organization's logo and information. Download posters and flyers at www.hud.gov/program_offices/healthy_homes/nlppw2018.

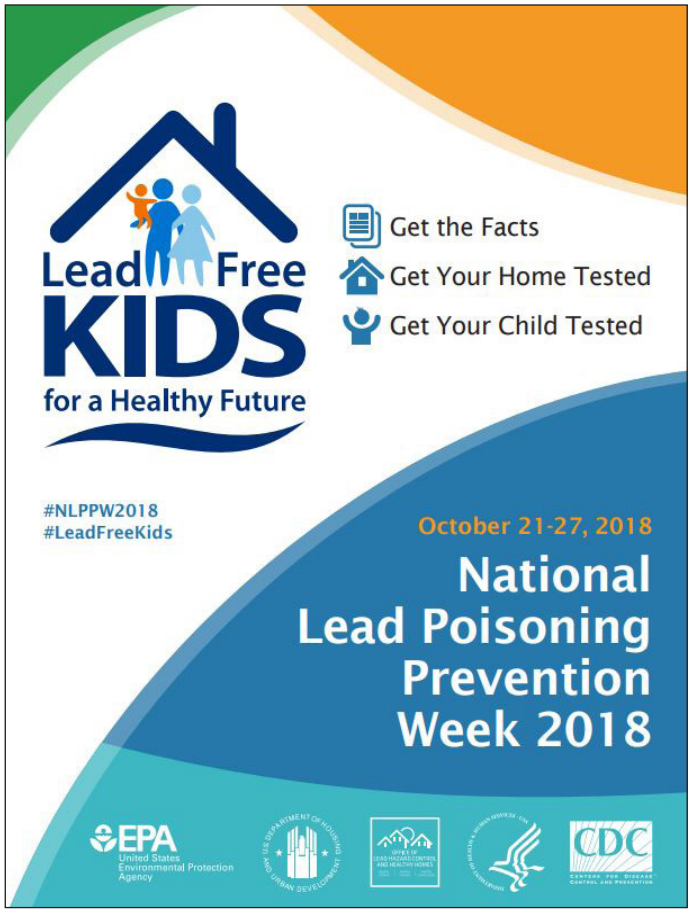
Web Banners

Web banners are available in hi-resolution vertical, horizontal or square sizes. Download banners at www.hud.gov/program_offices/healthy_homes/nlppw2018.

Infographics

Download CDC lead infographics at:

- www.cdc.gov/nceh/lead/infographic.htm
- ephtracking.cdc.gov/showInfographics.action



2018 English Flyer

Download EPA lead infographics at www.epa.gov/lead/shareable-infographics-lead-poisoning-awareness.

Social Media and Multimedia Outreach

A social media package that includes sample social media posts for Facebook and Twitter is available for download at www.hud.gov/program_offices/healthy_homes/nlppw2018.

This year, we are suggesting daily themes be used across the nation for NLPPW social media posts. Use the sample posts in the social media package or create your own posts related to these themes each day during NLPPW:

- Monday, October 22, 2018 - **How Do You Know if There is Lead in Your Home?**
- Tuesday, October 23, 2018 - **Make Sure Children Have Safe Crawls**
- Wednesday, October 24, 2018 - **Speak to a Healthcare Provider about Blood Lead Tests for Your Children**
- Thursday, October 25, 2018 - **Get Your Drinking Water Tested for Lead**
- Friday, October 26, 2018 - **Learn about the National Lead Information Center**

You can also create your own posts highlighting your events for NLPPW using the hashtags **#LeadFreeKids** and **#NLPPW2018** to join in the conversation.

Follow us on Twitter @HUDgov, @HUDHealthyHomes, @EPA and/or @CDCgov, or like us on Facebook at HUD, EPA and CDC.

Other Resources

Websites

For information on HUD, EPA and CDC activities during NLPPW, visit:

- www.hud.gov/healthyhomes
- www.epa.gov/lead/
- www.cdc.gov/nceh/lead

For information on lead in drinking water from EPA, visit www.epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water.

The President's Task Force on Environmental Health Risks and Safety Risks to Children is the focal point for coordinating the federal government's efforts to explore, understand, and improve children's environmental health. For more information, please visit www.ptfceh.niehs.nih.gov.

National Lead Information Center

The National Lead Information Center is a toll-free hotline, 1-800-424-LEAD (5323), that provides the general public and professionals with information about lead, lead hazards, and their prevention. Individuals who are deaf, hard of hearing, or have speech disabilities may call the Federal Relay Service's teletype service at 1-800-877-8339.

Publications

- *Protect Your Family from Lead in Your Home* – document required to be provided to buyers and renters before purchase or lease. Download a copy at www.epa.gov/lead/protect-your-family-lead-your-home-real-estate-disclosure.
- *Lead-Safe Certified Guide to Renovate Right: Important Lead Hazard Information for Families, Child Care Providers, and Schools* – document required to be provided before pre-1978 homes and child-occupied facilities are renovated. Download a copy at www.epa.gov/lead/renovate-right-important-lead-hazard-information-families-child-care-providers-and-schools.
- *Is There Lead in the Water?* – a CDC children's activity book Download a copy at www.cdc.gov/nceh/lead/publications/lead_in_water_activity_book_508.pdf.

Apps

For information on lead, download the HUD Healthy Homes Apps:

- The Healthy Homes Basics App: itunes.apple.com/us/app/healthy-homes-basic/id1092367352
- The Healthy Homes Partners App: itunes.apple.com/us/app/healthy-homes-partners/id1244368357

Next Steps

Once your media campaigns and NLPPW events and activities are organized, register your event on the World Health Organization's website at www.who.int/ipcs/lead_campaign/event_registration/en/.

Share and post information about your NLPPW event on social media, using the hastags **#LeadFreeKids** and **#NLPPW2018**.

Disclaimer: *The information contained in this document is for general use only. Resources listed within are not intended to be comprehensive of all resources available.*